



## Hawai'i Tourism Oceania

### Hawaii Tourism Oceania Newsletter Jan/Feb 2004

Aloha, Kia Ora, G'day !

Welcome to the first edition of the Hawaii Tourism Oceania e-newsletter.

The aim of this newsletter is to keep our Hawaii trade partners abreast with the activities and opportunities within the Oceania market.

In this first newsletter you will meet the key staff in our Australia and New Zealand offices. Plus you will hear of the busy and positive start that has been made to the New Year.

All the signs indicate an excellent year for arrivals to Hawaii from Oceania.

So Hawaii, prepare yourselves for the influx of your 'cultured' friends from Down Under. We look forward to sharing ideas and working closely with you all over the months ahead.

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#### Meet the Staff

##### AUSTRALIA

The new team in Sydney is very excited about Hawaii and its promotion within Australia! Helen Williams, Country Manager is no stranger to the Hawaiian markets having previously headed up United Vacations in Australia. Helen's passion is golf and we have managed to find JUST the right poster to hang over her desk! No day dreaming though Helen! Gemma O'Brien, Marketing Executive has recently returned to Australia after 11 chilly years in the UK where she worked for the Australian Tourist Commission. She has been to Hawaii on a number of occasions and it remains one of her favorites. A new Marketing Assistant will be joining us towards the end of February – we can't wait! *Helen (left) & Gemma (right) pictured below.*



#### NEW ZEALAND

In New Zealand, while the sign on the door has changed slightly, the faces have remained the same as the ones who have represented the HVCB for many years. This includes New Zealand Country Manager, Darragh Walshe and Sales Executive, Jill Gardner pictured below



#### Major News - Australia

**Firstly**, a big thank you to all our Hawaii partners (you!) for all the wonderful support you have given us so far. January has been a very busy month but thanks to your help and encouragement, we made it!

**Dedicated QH Hawaii Campaign** – Hawaii Tourism Australia and Qantas Holidays launched a dedicated Hawaii campaign that will be featured in the Saturday & Sunday travel supplements nationally around Australia including newspaper, radio, travel agency distribution, and the QH website. The lead-in price is one of the lowest that we have seen in this market over the last few years and the campaign runs for 5 weeks.

The total value of the campaign is AUD \$ 123,901

Keep your eyes on the next issue for the campaign results!

**Consumer interest in Hawaii sores with Hawaiian Airlines announcement:**

HA's announcement in January of their proposed service between Sydney & Honolulu has generated considerable interest. Hawaii Tourism Australia capitalized on this interest at the Flight Centre retail groups' consumer shows in Sydney and Melbourne.

The Sydney event attracted over 18,000 people and the 2-day Melbourne event 20,000. There was excellent interest in Hawaii including a number of repeat visitors. Plenty of questions regarding honeymoons and weddings, inter-island flights and attractions on the neighbor islands and a lot of interest in the Hawaiian Airlines service and the new cruise packages from NCL.

**Agents enthused over selling Hawaii**

Agents have shown their support once again to the US market by attending the Visit USA Roadshows in Sydney, Melbourne and Brisbane. Hawaii Tourism Australia participated along with Aloha and Hawaiian Airlines, Aston Hotels and Resorts and a number of the key wholesalers brochuring Hawaii. The agents were very interested in Hawaii and the additional lift that Hawaiian airlines will provide.

**Wholesalers**

Hawaii Tourism continues to meet with all the local wholesalers, cruise operators, airlines, hotel groups, and retail head offices. The wholesalers' brochures for 2004 have hit the agency shelves and they look great! Explore Holidays have a dedicated Hawaii brochure this year for the very first time having packaged Hawaii in the USA brochure previously. They, along with their sister brand Venture Holidays are the first to package product into Molokai and Lanai.

The support from the wholesalers has been overwhelming and we are looking forward to some strong campaigns

**Major News - New Zealand**

As with our neighbors 'Across the Ditch', it has been a busy and positive start to 2004, highlighted with the following major accomplishments.

**Initiation of top Television Lifestyle program to film in Hawaii.**

An approach to the producer of Television New Zealand's top rating "Taste New Zealand" program has led to confirmation that the show will film an upcoming episode in Hawaii. This is a great coup given that the show regularly gains over 40% of New Zealand's viewing audience placing it in the top 10 most-watched programs. Air New Zealand has confirmed that they will fly the crew free of charge and both the Oahu and Big Island Chapters have been assisting with the March filming.

### **Air New Zealand to plan dedicated Hawaii campaign**

Similar talks to Air New Zealand have prompted the carrier to plan a dedicated Hawaii campaign aimed at Fall shoulder season travel. There has not been a dedicated Hawaii campaign for some years, with Hawaii normally only included within a global campaign. Double good news is that Air NZ's first global campaign for this year has generated excellent sales for Hawaii already.

### **Trade right behind the HTO**

Visits and discussions with New Zealand's major industry partners have been met very positively with some excellent thoughts on new co-op initiatives

Discussions thus far include :

Wholesalers; Travelplan Holidays, Gullivers Pacific, Escape Holidays, Infinity (Flight Centre), Go Holidays, Air New Zealand Destinations and Cruise Vacations

Airlines; Air New Zealand, Qantas, Air Pacific, Polynesian, Hawaiian & Aloha  
Trade partners; NCL, Outrigger, Marriott & Starwood.

### **Excellent turnout for Visit USA Show**

A measure of the interest in the USA this year was the 350 Travel Agents who attended the VisitUSA Trade show in Auckland. (100 more than in recent years)  
Hawaii featured strongly in the trade showcase with the performance of local Hawaiian dancers plus an extended Hawaii area combining the HTO's booth with representatives for Aloha, Hawaiian, Outrigger & Aston.

### **Upcoming Events Australia**

AIME – Asia Pacific Incentives and Meeting Expo is due to take place in Melbourne from the 17-18th February 2004. Adele Tasaka and a number of Hawaiian operators will be attending AIME.

NCL Media Lunch: 24th February 2004. Norwegian Cruise Lines together with Hawaii Tourism Australia is hosting a media lunch to launch the new Hawaii services, the Pride of Aloha and the Pride of America.

CREATIVE TOURS bring their top 35 travel agents to Oahu for 4 days 19-22 February.

Discussions with HA regarding the upcoming launch are progressing with plans to be released in the coming weeks. Many opportunities will be offered to all our Hawaiian partners and we encourage your support.

### **Upcoming Events New Zealand**

The following are some of the upcoming events taking place in the New Zealand market. If you require more information on this, or would like to discuss partnership opportunities, please contact us

- \* Flight Centre Major Consumer promotion; 14 – 15 Feb, Auckland
- \* TVNZ 'Taste Hawaii' filming; 01 – 04 March, Oahu & Big Island
- \* Qantas/HTO Industry Leaders Fam; date tba
- \* May, Month of Lei consumer promotion; May

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